The role of the Stimulus-Organism-Response (S-O-R) model in explaining effects of image interactivity technology (IIT) on consumer responses ©

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What is being researched

Many companies are giving attention to all parts of their web site. However, they still using traditional ways to attract customers’ attentions which seem to customers the same. Moreover, many companies are doing less toward giving more tangibility cues to the virtual world. Yet, Customers need to have image interactivity technology in web sites where they can feel the product more.

To what extant might image interactivity technology (IIT) helps customers to create, build and sustain their responses toward online intention purchasing?

Background:

Why is this important?

As competition getting more intensive, customers’ attention will be derived toward the well known companies. However using (IIT) technology will enable small companies and even large companies to achieve the following:
- Creating more tangible items.
- Creating positive attitudes toward the organisation and the products
- Enhancing customer intention to buy.
- Creating positive customer responses.
- Increasing word of mouth (Word of mouse).
- Adding hedonic and utilitarian values to the products.

According to (Childers et al, 2001) hedonic value is related to fun, enjoyment and utilitarian value is related to cognitive thinking approach where customers collect, understand, comprehend and compare products attributes.
Literature study:

- **What has been done before?**

Literature review in this field has done couple of things:

1. A general literature which handled the effects of website atmospherics on consumer attitudes and intentions to buy. However, most of the studies considered image interactivity technology (IIT) as a factor which influences interactions between human and PC machine for example: (Fiore et al, 2005a, b) find that interactivity of a website facilitates communications, customizes present information, allows image manipulation, and creates entertainment. However, (Klein, 2003; Schlosser, 2003) shows that simple technologies providing interactivity have positive effects on consumers’ attitudes. On the other hand, (Fiore and Jin, 2003) described image interactivity as interactivity from website features that enable creation and manipulation of product or environment image to simulate actual experience with product or environment. Moreover, they provide empirical support for the positive influence of adding more advanced (IIT) on approach responses toward the online retailer. Further, (Li et al, 2002) found using (IIT) in marketing of products elicited favourable brand attitudes and purchase intentions during online shopping.

2. More specific literatures which apply (IIT) as a main component within existing models, (Lee et al, 2006) focus on Image Interactivity Technology (IIT) of a website and apply the technology acceptance model (TAM) to examine factors influencing consumers’ attitudes toward an online retailer. However, a study taken by (Eroglu et al. 2001) has developed a model of (S-O-R) framework for the atmospheric cues and responses present in online stores and shoppers. Yet, the authors did not explain the role of any stimuli they just discussed the model generally. Moreover, the same model (S-O-R) framework has been tested empirically by the same authors (Eroglu et al. 2003) where they focused on the site atmosphere as a stimulus. However, the authors discussed many variables in site atmospheric but they did not show the effects of (IIT) on consumers’ responses.
What was good about the previous work and what was not so good?

The general literatures clearly illustrate (IIT) as a tool of giving the virtual world more tangibility. However, they did not explain the mechanism through which this piece of technology can influence consumer attitudes and intention to buy using (S-O-R) model.

**Contribution:**

What are YOU going to do differently?

I have found no studies that examine the application of (S-O-R) to an online setting using (IIT). Moreover, the study I am expecting to carry will explore whether the (S-O-R) helps explain the effects of (IIT) on consumer responses toward on-line retailer sites and also it will demonstrate the emotional and rational effects on attitudes and creating intentions toward buying retailers virtual products. Moreover, adding hedonic and utilitarian values as a means-end chain to illustrate the role of using (IIT) in persuading customers to build positive attitudes using high and low involvement.
Why do you suspect your new proposal will work?

Interactivity related to the way human deals with web site where information like; product design, features, background, context, product operations and product information enhance the ability to personalise and customize retailer products. Moreover, (IIT) leads to one-to-one communications which enhance multi-sensory online experience of products and store environment.

Comparison with what has been done before:

A study carried out by (Lee et al, 2006) where the authors focus on Image Interactivity Technology (IIT) of a web site and apply the technology acceptance model (TAM) to examine factors influencing consumers’ attitudes toward an online retailer. However, I will use another model to apply this technique which is a well known theory in consumer behaviour (SOC) where (IIT) is considered as a tool of attracting the attentions’ of customers a good example here is lands’ end www.landsend.com and its virtual model where customers can give their sizes and their shape to this model and then choose the clothes, colours, and style they like after this the model shows the users in 3-D how the clothes fit them. This is the milestone of using such technology: attracting customers’ attentions toward the company’s site, building positive attitudes and creating intention to buy.

Methodology & data sources:

Research methodology:

Secondary and primary data will be used in this research. Further, a continuous observation for the updated articles is a must to see the development of this area where new ideas might appear.

Secondary Data sources:
Books, journals, newspapers, governmental reports, private agencies reports and companies reports to know number of visitors and buyers before and after applying the technology of (IIT).

Primary data sources:
1) Quantitative: a questionnaire will be designed to measure the effectiveness of using (IIT). Moreover, the sample would be internet potential buyers; (Jordanian universities’ student, for certain retailers (Jordan Telecommunication).}
2) **Qualitative**: focus groups and in-depth interviews will take place to eliminate any validity errors which might happen during the quantitative research.

3) **Experimental**: In addition, two sites will be designed where one of them has (IIT) tool and the other hasn’t. Furthermore, respondents will be asked about their virtual trip and how they feel toward each site using questionnaire and interviews.

4) A comparative study may take place between UK and Jordan.

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**References:**


